



Section 6

NAPPC Background Information

Background Information

Why are Pollinators Important?

- Eighty percent of agricultural production worldwide depends on pollination by animals, almost all of which are insects. An estimated one out of every three mouthfuls of food we eat and the beverages we drink, is delivered to us by pollinators.
- Pollinating animals provide critical food for wildlife through their interactions with plants to produce fruits, nuts, seeds and forbs. Additionally, a significant number of birds and mammals, especially the young, consume pollinating insects in their larval stage. These pollinating insects form a major portion of the diet of animals higher on the food chain.
- More than half of the world's diet of fats and oils comes from oilseed crops, many of which are pollinated by animals, including cotton, oil palm, canola and sunflowers.
- Approximately 1,000 of the estimated 1,330 global crop plants cultivated for food, beverages, fibers, condiments, spices and medicines are pollinated by animals.
- Insects, including honey bees, pollinate products amounting to \$40 billion annually in the U.S. alone.

Why are Pollination Issues Worthy of Attention?

Pollination is an issue that brings the concepts of sustainability and conservation home to nearly all people, and it links urban and rural concerns. Since pollinators are largely overlooked, assessing their condition and economic importance; seeking to understand their circumstances, biology, and benefits better; and working to help keep them healthy are positive, pro-active approaches to an emerging conservation issue.

What is Pollination and who are Pollinators?

Pollination occurs when pollen is moved within flowers or carried from one flower to another of the same species by birds, bees, bats, butterflies, moths, beetles or other animals, or by the wind. This transfer of pollen in and among flowers of the same species leads to fertilization and successful seed and fruit production for the plant. Pollination ensures that a plant will produce full-bodied fruit and a complete set of fertile seeds, capable of germination.

What is the Pollinator Issue?

As important as pollinators are to agriculture and ecosystem health, surprisingly little is known about the health and status of pollinating species in North America. Suspicions of decline are based on alarming declines documented in comparable European, Asian and African assessments, as well as limited studies in North America.

What is NAPPC?

The North American Pollinator Protection Campaign (NAPPC) is a collaboration of diverse partners working to protect pollinators and raise the profile of pollinator issues. The mission of the NAPPC is to encourage and support actions to benefit the health of pollinating species in North America.

NAPPC Goals

- Strengthen the network of associated organizations working to conserve and protect pollinator populations.
- Raise awareness and educate about pollinators' importance to agriculture, ecosystem health, and a healthy and affordable food supply, and promote open dialogue about pollinator conservation among individuals, institutions, and groups.
- Encourage collaborative partnerships and actions to multiply success in pollinator protection programs.
- Promote conservation, protection, and restoration of pollinator habitats.
- Document and support scientific, economic, and policy research, spanning a wide range of disciplines, concerning pollinators and pollinator habitat.